

Candy Bar Gazebo

Issue 22, Spring, 1989

A Treat To Read



...Better than ever with
the **new** "whipped
creamy" center

Nationally Advertised

PRODUCT OF PAUL F. BEICH CO., BLOOMINGTON, ILLINOIS

WHIZ BY BEICH

The Paul F. Beich Co., is located in Bloomington, Illinois, and is now a part of Nestlé. Some bars are still produced at the Beich plant, but most of the operation is devoted to producing items for fund-raising events.

In former years Beich was one of the more important producers of candy bars, among them being the famous Whiz bar that had the slogan, "Whiz, Best Nickel Candy There Iz-z." And when prices went up years later, the slogan changed to "Whiz, Best Candy Bar There Iz-z." The Whiz bar had peanuts, marshmallow, and a fudge center enrobed in chocolate. It first came out in the mid-1920s and went out of production in 1972. Some other early Beich bars were "Bike," Alamo Chocolate Bar, Amber Pie, Cashew Nut Roll, and Beich's World's Finest Candy Bar. (concluded next page)



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Active membership requires an annual fee of \$15.00. Active members receive four quarterly issues of Candy Bar Gazebo, and are entitled to any offers extended by that publication.

Back issues of Candy Bar Gazebo, if not out of print, are available at \$4.50 each.

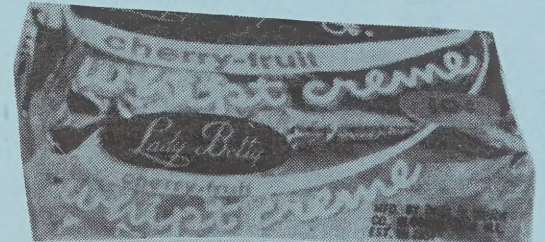
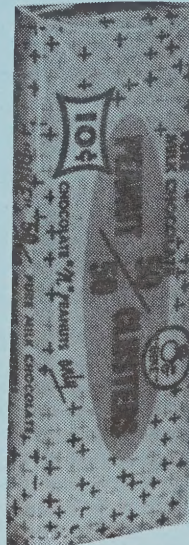
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Beich made many many different bars over the years. Some of the output were such bars as the one made for the World's Fair that opened in Chicago in 1933. The bar was called Sky Ride after a ride attraction of that fair.

Malted Milk bar, Punkins, Imps (a caramel and peanut bar covered with butter-scotch coating), and Peanut 50/50 Clusters were other bar items. The Lady Betty bar had a whipped creme center, a cherry flavored center, and had chunks of cherry fruit. The bar was chocolate enrobed. At one point in time, when the Whiz bar became a twin bar and sold for 15¢ in the 1950s. There were two bars in the wrapper, called the jumbo size.

(Wrappers - Bitterman, Broekel)



EDITORIAL

In the world of chocolate, the process of conching is a crucial step. It's the step that gives chocolate that fine, smooth, mellow-to-the-taste feel on the tongue. The word is pronounced, KONSHING, with an sh sound.

During conching a chocolate mixture is turned into large steel troughs called conches. The chocolate is heated from 130 to 200 degrees Fahrenheit, and the chocolate is stirred with metal rods, or rollers, for a period of time from a few hours to as much as 72 hours.

The word conch comes from the Greek word for mussel and is used, generally, to describe large, marine snails. The ch in the word is pronounced hard in the Caribbean dialect, KONK.

People who live in Key West, Florida, descendants of Bahamians, have called themselves "Conchs" for years. It was only a few years ago that the Conchs expressed displeasure with the State of Florida, and threatened to secede and become known as the "Conch Republic."

The muscle, or walking foot, of the conch is considered edible. The queen conch is one of the largest marine snails and has been an important element in the diet of Caribbean peoples for many centuries. High in nutritional value, the queen conch will weigh up to five pounds. The meat can be used in conch stew, chowder, salad, and fritters.

The horse conch, Atlantic shores from North Carolina to Brazil, with a 24-inch shell, is one of the largest univalves in the world.

Conchs basically feed on small plants found on the thick blades of turtle grass. A conch has a radula which is a file-like tongue. It rasps the small plants growing on the turtle grass. (Cocoa beans are rubbed and ground in the conching process.)

A person who becomes a scientific collector of shells is called a conchologist (KONKOLOGIST). But a person who's handling that final grinding process of chocolate is called a conchologist (KONSHOLOGIST).

So what do you call a chocolate technician engaged in that process who lives in the Florida Keys and eats conch stew on a regular basis?

Ah, the sweet mysteries of the English language.

GEORGIA ON MY MIND

There was a shortage of candy bars for civilians during World War II, but if you were fortunate enough to live in Georgia during those years, you'd occasionally be able to get a bar with peanuts in it, as peanuts were a big crop in that state. The Hodges Candy Company of Milledgeville, Georgia, made several peanut bars such as Oh! So Good!, and the Dusty bar.

A letter was run in the Milledgeville Union-Recorder trying to find out what happened to that company. It was found out that the former owner now lived in Atlanta. He was contacted, but never answered numerous phone calls nor did he answer numerous letters.

According to the company's former bookkeeper, still living in Milledgeville, the company was started around the 1930s and went out of business in the late 1960s. Why did the company go out of business? Some kind of "funny" business was suspected, so form your own conclusions. Over and out.



MR. CANDY MAN

If anyone deserves the title of Mr. Candy Man, it's Nate Sloane, who's been in the confectionery business for 64+ years, starting up in the business while still in high school.

It was 1925 when he got a part-time job while still in school as a candy wagon jobber's helper in the Greater Boston area in Massachusetts. What his employer did was to stop and service the Mom and Pop stores on his route with candy and other confectionery products from the Model T truck he drove on the route.

The candy goods were obtained directly from the many confectioner producers in the Boston area at the time. And for products such as candy bars not made locally, he got those from wholesalers for re-sale to his customers.

Back in the 1920s string was used to tie-up boxes since Scotch Tape and other kinds of similar tape hadn't been invented as yet. The somewhat flimsy boxes used to hold candy and bars were stored on tilted shelves in the truck, and would bounce around whenever the truck was driven on the not-so-smooth roadbeds of the 1920s and 1930s.

The string would often get frayed when the boxes bounced off the sides of the truck, so often the contents would be dumped unceremoniously on the shelves or the bed of the truck, creating a miniature California earthquake scene. The jobber and his helper would, consequently, often have to restock after an especially bumpy ride.

By 1927, Sloane, now an 18-year-old, bought the jobber business from his employer, and went out on his own. At the time, he recollects, there were around 350 other jobbers such as himself in the Greater Boston area that stretched westward to Providence, Rhode Island, New Hampshire on the North, and Cape Cod to the South.

Sloane carried numerous candy bars, as they were popular sellers. In the early days most bars came unwrapped, as wrappers hadn't as yet come into complete production. Consequently, many bars were packed in their containers along with a supply of open-ended bags which the retailer could use to put purchased bars into.

Some of the bars no longer around that Sloane remembers were made in the Boston area and available mainly in the Northeast. The E.P. Lewis Candy Company of Boston made many of the bars Sloane handled - Viva Bar, Just a Gigalo Bar, Round the Corner Bar, and Mr. Chairman Bar. The Lewis company and its bars are no longer around. Nor is the Massachusetts Chocolate Company that produced bars such as Pech-E Bar, and Wan-e-ta Bar. And the Stollwerck Company had its 16 To 1 Chocolate Bar.

Some out-of-state bars Sloane handled were the Herald Square Fudge Bar made by Minter Brothers of Philadelphia, and Planters Twins Bar, which was a twin package bar that contained two chocolate-coated marshmallow bars.

Another out-of-state bar handled by Sloane was the Jolly Jack bar made by Curtiss Candy Company of Chicago. As Sloane recalls, Jolly Jack was one of the first 4-ounce bars on the market to sell for 5¢. Curtiss was run by Otto Schnering, who Sloane said was pretty much responsible for the success of candy sales as Trick or Treat giveaways. As Trick or Treating caught on it spread to other parts of the United States, so Halloween is now one of the big days for confectioners.

One bar of the past that especially came to Sloane's mind was the Mr. Jones bar made in the 1940s by the old Welch Candy Company that today is owned by Warner-Lambert, for whom Sloane is now a consultant. The Mr. Jones bar was a brainchild of Robert Welch, and an employee who had formerly been working (continued next page)

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for the old Peter Paul Company of Naugatuck, Connecticut. Jones was a popular name and a common one, so that's why it was chosen as the name for the bar. As an advertising gimmick all families named Jones in the Greater Boston area were sent samples of the bar. Mr. Welch was known to say that if all the Jones people in Boston bought the bars it should be a profit maker for just that reason.

The Mr. Jones bar was similar to the Mounds bar, coconut and dark chocolate, and it was extensively advertised in the Northeast. It was around for about two years before biting the dust.

In the 1930s Sloane acquired the assets of six other wagon jobbers, thus increasing his business so that he had to take on an employee. And in 1938 he sold the wagon jobber business to this employee when Sloane took over the operation of Kendall Confectionery, wholesalers, in Cambridge, Massachusetts.

In 1955, Sloane became the president of Fox-Cross Candy Company in Everett, Massachusetts. Charleston Chew! was the best selling bar of that company. Some years later the company was acquired by Nabisco, and now is owned by Warner-Lambert. (The year of that sale was 1963)

Nathan Sloane, now retired from the actual confectionery business, still continues to act as an ambassador of good will for the candy business. He indeed is Mr. Candy Man!

LETTERS AND SUCH

Larry White, Stoughton, Massachusetts, whose trip to the Grand Cayman Island was reported on in the last issue, wrote, "Can't believe we made 'Candy Bar Gazebo!' The moral of the story is that is you want to take a trip in which you wish to sample candy bars for Gazebo, write for details.

Danny Ainge, star guard of the Boston Celtics pro basketball team, wrote: "I have sort of a sweet tooth so there are a number of candy bars I like. I guess the one which I eat most frequently before a game (superstition) is Good & Plenty. That's because I'm always hoping to get good jump shots and plenty of them. Then there is Twisters, because I'm looking to score on twisting layups. And finally there's Nestle's Crunch because I enjoy playing in crunch time. It's all fairly superstitious but it's become a habit I developed over the years. Now if they just come up with a candy bar called 'Can't Miss,' I'd be buying them too."

Shelley Winters, the actress, was asked in a personal letter what her favorite candy bar was. Someone else replied by scribbling, "Ms. Winters does not respond to personal correspondence."

Fred T. Haley, chairman of Brown & Haley, Tacoma, Washington, wrote that he does indeed remember the Humphrey Candy Company of Seattle and Tacoma, but doesn't remember much about that company.

Wallace Pfeiffer, Joliet, Illinois, sent along a clipping from the Chicago Tribune which had the headline, "Nickel Candy Bar Is Back at Payday." The article briefly described the early 1989 campaign of Leaf Inc.'s Hollywood Brands promotion in which a shiny nickel from the Philadelphia Mint was wrapped in the packaging of more than 12.3 million of its Payday bars.

Mr. Peanut, who used to represent Planters in all kinds of ads years ago to help sell Planters products, has been brought back to represent Planters in new animated commercials that aired on television late in 1988 and well into 1989.

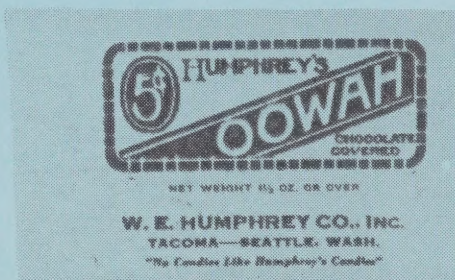
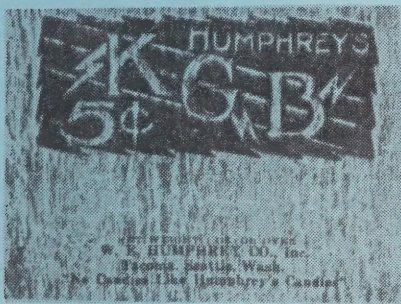
LETTERS AND SUCH

Dr. Thomas G. Aylesworth, Stamford, CT, remembers Chicago of the 1930s quite well. His mother and father worked in the old Curtiss Plant #1 on Halstead Street that made penny Baby Ruth candy bars. In his book, Chicago: The Glamour Years, 1986, Gallery, it says this about Otto Schnering, president of Curtiss. "Schnering was also able to kill three birds with one stone with another Depression project in Chicago. He imported semi-professional hockey players from Canada and organized a hockey league - playing the games at the International Amphitheater at the Union Stock Yards. In one fell swoop, he provided more jobs (not only for the players, but also for the workers at the games), entertainment (his employees and their families got free tickets), and advertising for his candy (the games between the "Baby Ruths" and the "Butterfingers" were particularly exciting). There was probably a tax deduction in there somewhere."



Ellen Sawyer, Chicago, IL, sent along a photo of a box for one of the many candy bars put out by Euclid Candy Co. of San Francisco, Chicago, etc. back in the 1930s. The Best Pal bar was a 5¢ seller and showed a Tom Sawyer-like boy and his dog on the front of the box. The Best Pal bar was made of caramel, coconut, almonds, and covered with milk chocolate.

Jill and Warren Schimpff, Claremont, CA, sent along photocopies of several old Humphrey's wrappers they have. The W.E. Humphrey Co., Inc., was located in Tacoma and Seattle, Washington. The bars were the KGB bar (named after a radio station), the Oowah chocolate covered bar, and the chocolate covered Orange Whip. The company slogan was, "No Candies Like Humphrey's Candies."



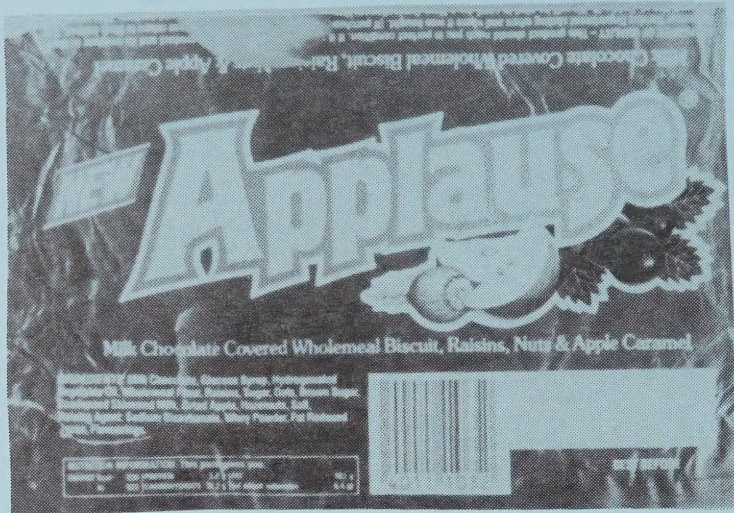
Peggy Scott, Beverly, MA, used to work in the Ganong Bros. plant in St. Stephen, New Brunswick, Canada. She recently visited in St. Stephen, and brought back some Ganong bars, one being the Yum! bar, coconut filling with a dark chocolate coating - a very tasty bar.



Mary Kay Wagner Ash, Dallas, Texas, is chairman of Mary Kay Cosmetics, Inc., and she's the one who give out Pink Cadillacs to her successful salespersons. Mary Kay writes, "My favorite candy bar is the Hershey Golden Almond Bar! I love chocolate with nuts -- but because I am very calorie conscious I usually divide the bar into halves or fourths. But, even a little is Great!"

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Harry Levene, London, England, sent along some new wrappers put out in England. "The Applause Bar gets no applause from me," says Harry. "It's got too many things in it for my taste. However, it's having a huge promotion here, and the Mars people are hoping it will be successful." Cadbury has out a new set of six different The Shoe People chocolate bars. The Shoe People are puppets seen on British TV. The Nestlé White Dairy Crunch contains crisped rice. And, according to Harry, "Is surprisingly good!"

Vanna White, the shapely letter turner on Wheel of Fortune, the television program, writes, "I love any candy bar with chocolate in it, although I can't eat them very often for I would not be able to fit into my Wheel of Fortune dresses!" Hang in there, Vanna.

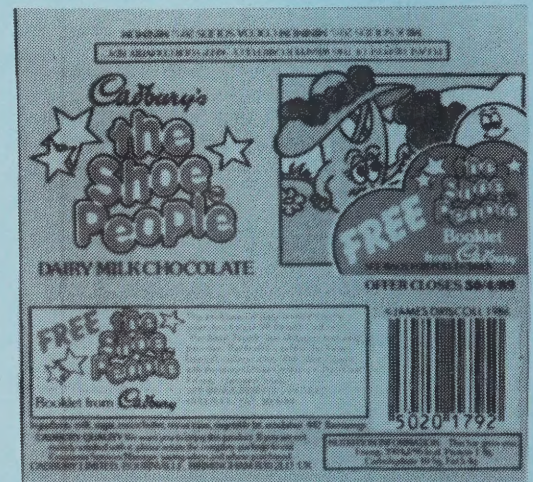
Nate Sloane, Boca Raton, FL, wrote saying he really enjoyed reading the last issue of Gazebo. He remembered selling the Tom Mix bars and also eating Eatmors.

Frank Fiore, Hollidaysburg, PA, sent along a clipping from Antiques & Auction News, which told about the confectioner's art exhibit at the New York Craft Museum. One of the features were some of the items from Alan Bitterman's collection of memorabilia. Alan, who lives in Kansas City, Missouri, has one of the most elaborate collections I've seen of old candy signs, candy boxes, and other confectionery memorabilia.

Bob Slate, Essex, CA, wrote to say he remembers two bars of old, the High Noon Bar, and the Cowboy Bar. Anyone remember who made them?

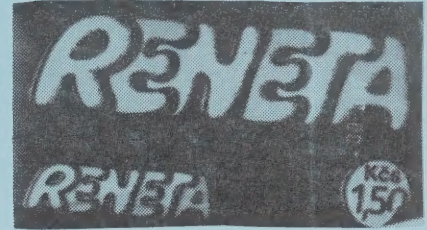
Teresa Finer, Atlanta, GA, sent along a long clipping from The Atlanta Journal-Constitution about the candy cane makers at Bobs Candy Company of Albany, GA.

Stanislav Kramsky, Prague, Czechoslovakia, sent along a copy of a German book on chocolate, Speise Der Götter, Rolf Italiaander, Droste Verlag, 1983. He also sent along a new muesli bar wrapper made in Czechoslovakia, the Reneta bar. Also new is the Aruba nut crisp bar put out by Cote-d'Or of Belgium. Cote d'Or, is owned by Jacobs Suchard of Switzerland. The enclosed (concluded next page)



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wrapper was made in Belgium, and imported for sale in Spain by Jacobs Suchard of Madrid, Spain.

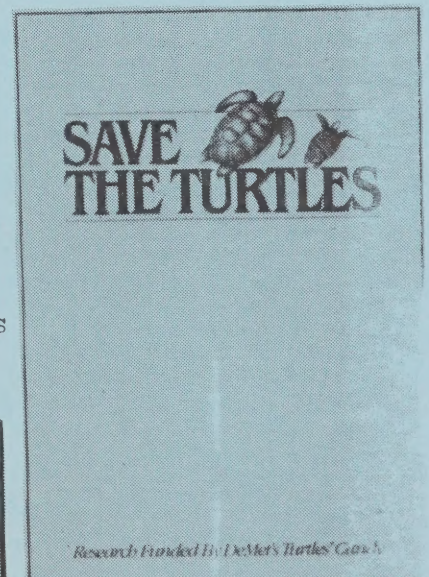


Terence J. Clay, Bournemouth, England, sent along several new British wrappers. Made in Switzerland for Marks and Spencer is the St. Michael Swiss White with soft filling. The bar appears to be somewhat popular in England. Clay also sent along a Candbury vending bar wrapper, the Mint Crisp bar, a milk chocolate bar with honeycombed granules. And from Cadbury's he sent the Fry's Peppermint Cream bar, a chocolate bar with a peppermint fondant center. Clay reports the candy business is really doing AOKK in England. There are lots of new products out, and the supply of new items seems to be growing!



SAVE THE TURTLES

The makers of DeMets Turtles are sponsoring a "Save the Turtles" campaign. The campaign helps research programs for saving such endangered species of sea turtles such as the Green, Loggerhead, Hawksbill, Atlantic Ridley, Pacific Ridley, and Leatherback. DeMets Turtles, a registered trademark, first came out in 1923. It is one of the most copies of candies with many manufacturers using their own made-up names for the product. Many people still use the name, however, as if it were a generic name, and could be sued if DeMets decided to follow through. (The song, "Happy Birthday to You," has been under copyright since 1935. When the song is sung in a restaurant, for example, a royalty fee is due!?)



HALLOWEEN CANDY

The article that follows appeared last Halloween in Dentist's Diary, a column written by Dr. Richard H. Price, in the Boston Herald. An excellent article, it is reprinted with permission of both Dr. Price and The Boston Herald.

When the kids come in this evening with their bounty of Halloween candy, parents will face a dilemma: If you take the candy away you face the wrath of the kids; if you give it to them you face the wrath of the dentist.

There may, however, be a way of having your cake (candy?) and eating it, too.

Let's look at the relationship between the foods we eat and getting cavities. First, it's not so much the amount of sugar in stuff we put in our mouths that concerns the dentist, it's the consistency of it.

The stickier things are, the less likely they'll be washed out from between the teeth by saliva. The longer it's held between the teeth, the longer the bacteria have to act on it and produce cavity-causing acids.

Second, a piece of candy munched on for an hour will cause more cavities than if the whole chunk is eaten at one time.

As soon as we take our first bite into something sugary, the bacteria in plaque begin to produce acids. This acid attack can last as long as 20 minutes while the saliva fights its way in to neutralize it.

While the acid is being produced, it starts to rob the tooth of minerals -- the start of a cavity.

Given some time, however, the tooth can replace the lost minerals -- heal itself -- by soaking up phosphates and calcium from other foods we eat and from the fluoride in toothpastes. This usually takes several hours.

If, however, the tooth is again bombarded by another acid attack before it has had a chance to heal, the tooth loses ground and eventually can only be "healed" by the dentist's drill and a filling.

Keeping these two facts in mind -- that the stickier things are, the worse they are; and that the more frequently somethings are eaten the more damage they may cause -- here's what to do.

First, sit down with your child and go through the candies and weed out all the sticky ones.

Then, let him or her go on a candy binge. Let your child eat as much candy as you chose to allow at one sitting. For instance, the candy can be eaten as dessert, after a meal, when it will cause the least damage, or at any other agreed upon time span during the day.

But, be sure to have your child brush and floss before (that's right, before) eating the candy to rid the mouth of sticky plaque that prevents the saliva from getting through.

Have your child finish up by eating some cheddar cheese or by chewing sugarless gum.

The cheese will help the tooth replace the lost calcium. The gum will stimulate some saliva to wash debris away as well as physically help remove food particles between teeth as it's chewed.

According to a news source, Lindt & Sprungli of Switzerland is opening a plant in New Hampshire.

GUNZ-DURLER, OSHKOSH, WISCONSIN

Charlie Gunz and Ed Durler began their sales careers by delivering house to house, by horse and buggy, such commodities as coffee, tea, vanilla, etc. It was around 1908 that the two opened their candy factory in Oshkosh, Wisconsin. The company remained in operation for around twenty years.

The factory was located near the Fox River where a boat named "The Candy Kid" was moored. The employees were often entertained with trips up the river, including dinner and refreshments.

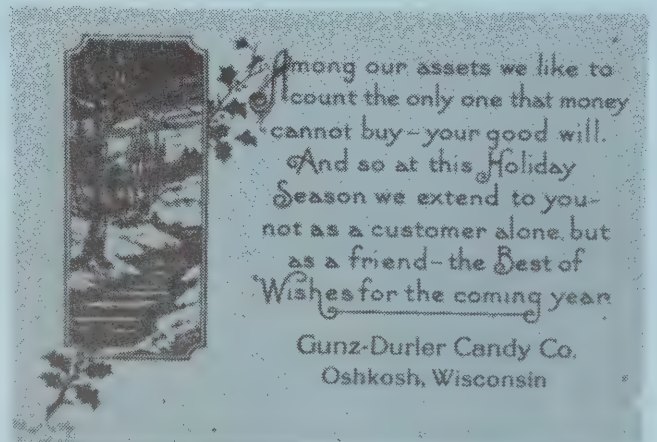
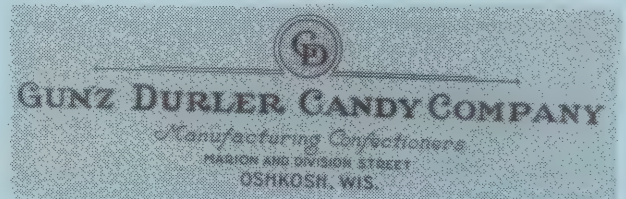
An early employee of Gunz-Durler was Elizabeth Sphatt, now 86, who was employed when she was 16 back in 1919. When she worked there with her sister, she worked in a large chocolate dipping room with a cooling room nearby. Around 40 young ladies worked in this room, each with her own chair to sit on while she did her dipping. The long table at which Elizabeth Sphatt sat had a cut-out in the center with a light bulb underneath to keep the chocolate (in a pan) at the right temperature to work with. She would dip peanuts, one at a time, to get them completely enrobed in chocolate, indeed a somewhat long, drawn-out, process!

One of the early successes as far as bars were concerned was the Legion's Buddy bar that came out at the end of World War I. It was made with a layer of butterscotch fudge - a layer of mellow whipped cream - pecan halves spread over the top, and coated with milk chocolate. When this bar first came out it sold for 10¢, but the price quickly dropped to 5¢. This was one of the first bars on the market to capture the fancy of returning servicemen.

Eleanor Shannon, Van Nuys, California, a daughter of Ed Durler, said that the family still has an old recipe book of her father's in which the recipes for candy bars made by the company are listed. Some of the ingredients of the times that were listed were grease, Nulomoline, fat, and glucose, along with other ingredients a tad more acceptable today.

Corinne Limback, another daughter of Ed Durler, Lake San Marcos, California, has numerous mememtos of the old candy company. She sent along a photo of an old chair used by one of the girls in the original chocolate dipping room, an old company letterhead, a photo of Charlie Gunz and Ed Durler, and an old early Gunz-Durler Christmas card. (concluded next page)

Gunz and Durler, at left; a dipper chair (below); letterhead and old Christmas card at right.



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Gwenn Fiss, daughter of Charles Gunz, Oshkosh, Wisconsin, had recollection of a candy bar named Crossword Puzzle. It was a chocolate coated bar with the center being made of a layer of jelly and coconut.

Some other Gunz-Durler bars over the years were Nut Lump bar (an early nut roll), Big Feed, and Caramel Nut Bar. Others were Brazil Nut Bar, and the bar with the really delightful name of Sauerkraut Patties.

Corinne Limback, when she was seven, remembered that she got to name a candy bar for the company. Her choice of a name was Sunny Jim. That name didn't make it, but a bar by the name of Funny Jim, a 10¢ item, did make it!

Still other Gunz-Durler bars were Button, Caramel Nougat, Cherribar, G Gosh Oshkosh, Good Deal, Helter Skelter, New Helter Skelter, Homemade, Lady Lew, Malted Milk 5¢ Nut, Nut Lump, and Tipperary Bar. The last bar was named after the World War I song, Tipperary, the first line of which went, "It's a long, long, way to Tipperary."

(Acknowledgement is made to all the persons mentioned. Wrappers on this page are from the Wartner and Broekel collections.)



EX-SERVICE MEN ARE ASKING FOR LEGION'S BUDDY BAR

Legion's Buddy Bar is made with a layer of butter, vanilla, fudge and layers of raisins, a topped with a generous portion of pecan halves spread over the top and coated with high grade milk chocolate.

For Quick Turnover Buy a Case of Legion's Buddy Bars

MANUFACTURED BY

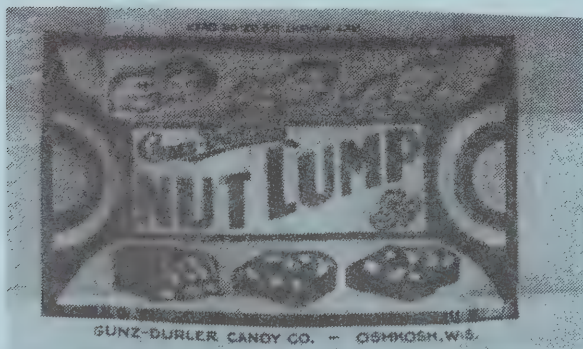
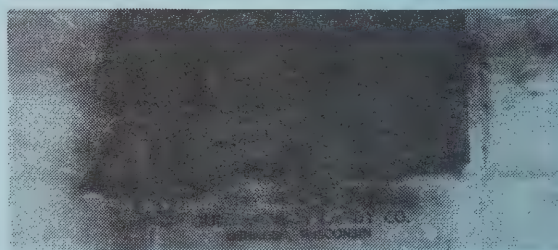
GUNZ-DURLER CANDY CO.,—Oshkosh, Wis.



NET WEIGHT NOT LESS THAN 1 1/4 OUNCES
MANUFACTURED BY
GUNZ-DURLER CANDY CO.,
OSHKOSH, WIS.



MANUFACTURED BY
GUNZ-DURLER CANDY CO.,—OSHKOSH, WIS.



GUNZ-DURLER CANDY CO. — OSHKOSH, WIS.



NET WEIGHT 1 1/4 OZ OR OVER
Mfd. by GUNZ-DURLER CANDY CO.,
OSHKOSH, WIS.

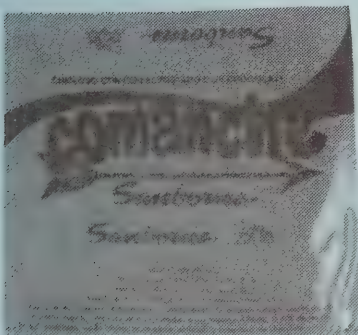
MEXICO

Mexico's early history had at least two civilized races, the Mayas, and later the Toltec, that preceded the wealthy Aztec empire. That empire was conquered in 1519-21 by the Spanish under Hernan Cortes. It was Cortes who brought chocolate to the attention of the nobility in Spain in 1528.

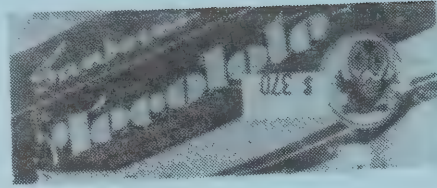
Although Mexico is the place where chocolate got its start, the chocolate industry is not that big in this country where the economy is generally poor. There are numerous confectionery companies in Mexico, however. Hershey's puts out several bars under its name - example, Hershey Avellanas bar (milk chocolate with hazelnuts). The Larin Division of Richardson Vicks, S.A.*, puts out the Larin chocolate bar with almonds. Other Larin bars are Chiclos Cajeta and the Pasitas bar. La Suize, S.A., puts out a milk chocolate bar called Ricabarra.

One of the larger candy companies in Mexico is Sanborn Hnos., S.A. It puts out such bars as Comanche and Pon Pons. Carolyn Mills-Williams, temporarily residing in Tennessee, on a recent trip to Mexico brought back a number of other Sanborn bars such as Pin-Pin, a nougat chocolate covered bar, similar to the U.S. 3 Musketeers, but not quite as tasty. Sanborn's Caracoles bar was a chewy caramel and crisped rice bar covered with chocolate that was rather tasty. And Sanborn's El Capitan bar was a chewy chocolate nougat, caramel, and chocolate coated. The Manicero bar was a thin, Snickers-like bar. And Sanborn's Tecolote bar was a fruity nougat bar covered with a thin coating of chocolate. (Concluded next page)

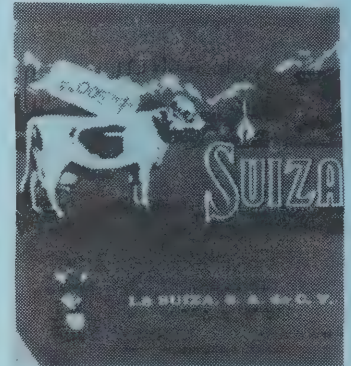
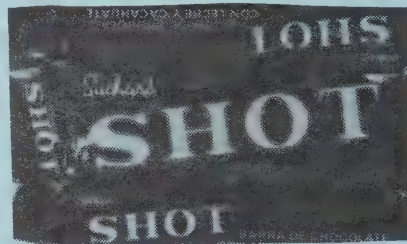
*recently acquired by La Azteca (Mexican subsidiary, Quaker Oats)



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Sanborn is licensed to use the Suchard name of Switzerland. The Suchard Mexican bars were good, but not quite as tasty as the Swiss versions. The best was the Shot bar, which was also Carolyn's favorite. Other Suchard bars were the Milka bar and the Milka bar with almonds.



Bremen, S.A., has a chocolate bar with pistachio nuts. A chocolate bar with a strawberry cream filling, and a chocolate bar with an orange cream filling. All the Sanborn Suchard bars are of good quality.

La Suiza makes several quite good chocolate bars, the Suiza Bar, and the Lamarquis milk chocolate with almonds, and Lamarquis milk chocolate with hazelnuts. Also good is the Ferback chocolate bar with almonds made by Chocolates Ferback of Mexico. From La Azteca comes the interesting Carlos V Galletin wafer bar with a chocolatey coating.

And from Dulceria Italiana come three Laposse bars - all chocolate coating - centers of coffee-flavored creme, Truffle creme, and almond-flavored creme. All in all, Mexican bars have come a long way over the years.



THE "GIBSON GIRL," THE "IT" GIRL, BELIEVE IT OR NOT!

The Imperial Candy Company got started in Seattle, Washington, in 1906. The Seattle Times reported that the name became the Societe Candy Co. in 1962. Prominently displayed on many of the packages and boxes put out by Imperial/Societe over the years was a likeness of The Gibson Girl. The Society Girl, as she was called, was a trademark of the company along with the Imperial coat of arms. The Society Girl first appeared on a line of boxed chocolates made by the company. That line won a gold medal for the company at the Alaska-Yukon-Pacific Exposition in 1909.

Charles Dana Gibson was an illustrator whose creation of "The Gibson Girl" enjoyed an enormous vogue and set a fashion in women's clothing and hair-styles from the 1890s to about 1914 when World War I began.

Back in the early days of candy bar making, West Coast companies sometimes made arrangements with companies in the East to issue certain bars on the West Coast. Each company in the partnership made the bar in its plant, but combined in advertising. It was in 1931 that Imperial Candy Company went into a partnership with three other companies - Bradley Smith Co., New Haven, Connecticut, Minter Brothers, Philadelphia, Pennsylvania, and Walter Johnson Candy Company of Chicago. The four each produced in its own plant the Ripley Believe It or Not! bar.

In the early 1930s Robert Ripley's popular illustrated feature, Believe It or Not!, was appearing in more than 200 newspapers from coast to coast. Ripley started his feature of the strange and bizarre in 1918, and it was first syndicated in 1929. The very popular feature eventually appeared in over 300 newspapers and in thirty-eight countries and in seventeen languages. It appeared mostly on the comic pages of Sunday papers.

In 1962, when known as the Societe Candy Co., it operated a miniature factory at the Seattle World's Fair. The miniature factory produced salt-walter taffy, and over 250,000 pounds of this candy was sold. People visiting the fair really enjoyed eating freshly-made taffee.

In 1963, The Seattle Times had an article about a salesman, W. Edgar, who had been with Imperial/Societe for 44 years. Edgar said that cellophane wasn't in use to wrap candy boxes until 1922. And when cellophane came into use one of the early chores of a salesman was to carry an art gum eraser that he used to erase thumb prints of customers who had a hard time deciding on what cellophane-wrapped box to buy. Edgar also went on to say that there were no cello bags then either; jelly beans, burnt peanuts, and other hard candies were sold in bulk. And hard candies were displayed in wooden pails. In 1919 about 30 per cent of Imperial's candy was boxed. Some old-time favorites no longer around today were twisted opera sticks, Bob White chocolates, Crispy Nut Roll, Pineapple Coconuts, and Gold Standard.

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All Set!

... on the Biggest Merchandising Event in Candy Bar History

THE tie-up with Ripley's popular illustration features, appearing in over two hundred newspapers from coast to coast, gives this new "Believe It or Not" bar immediate acceptance over a national area. Its quality, together with the merchandising plan back of it, will keep this bar moving.

Shipments will be made with the first touch of fall weather. In the meantime, get your order on file with one of the manufacturers below serving your territory.

5c
Pack of 20
see also the real life size box

The BRADLEY SMITH CO.
NEW HAVEN, CONN.
for New England and
New York City zone

WALTER JOHNSON CANDY CO.
341 W. SUPERIOR ST., CHICAGO
for Central West and Southern States

MINTER BROTHERS
PHILADELPHIA, PA.
for New York State, Penn's Va, New
Jersey, Delaware, Maryland, D. C., Va.

IMPERIAL CANDY CO.
SEATTLE, WASH.

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Some time in the mid-1960s the Gibson Girl was replaced by Societe Sue, a pert miss of five or six years. Societe dropped its chocolate bar business back in 1947, but before that, back in the late 1920s, it went into another co-op business venture, this time with the McDonald Chocolate Company of Salt Lake City, Utah. Imperial put out the "It" bar on the West Coast while McDonald's marketed the product in Salt Lake and surrounding area. The It bar was named after Clara Bow who was known as the "It" girl as a star of the silent films of the late 1920s and early 1930s. According to Edgar, almost a quarter of a million dollars in sales were recorded for this bar in a nine months period on the West Coast. When Bow's moving picture career went into decline so did that of the bar.



Imperial/Societe is no longer in business. In 1979 assets were purchased by Vernell's Fine Candies. Vernell's is located in Bellevue, Washington.

ARNOLD'S OF PERU, INDIANA

You have to travel all the way to Peru, Indiana, to taste the Gold Brick candy bar put out by Arnold's Candies. This very tasty candy bar made with whole peanuts, a maple center, and covered with milk chocolate is only available locally. Through Nancy Newman of the Peru Tribune, a bit of history about the company was located. Now owned by Bob and Jane Haskett, the Charles Arnold & Sons Company was started back in the late 1920s. One of the early candy bars put out by Arnold was Nut Cake, a vanilla centered bar covered with dark chocolate. That bar is no longer made.

The well-known American lyricist and composer, Cole Porter, was born in Peru, Indiana, in 1893. And during the years, after leaving Peru, Porter would often send back to order fudge made at Arnold's.

Cole Porter died in 1964. But Arnold's Candies are still around, so stop by the next time you are in the Midwest and sample a tasty Gold Brick!



BARS, BARS, BARS, BARS

The Whatchamacallit bar put out by Hershey's is sporting a new wrapper.

Woolworth's of Boston is selling two very fine bars - the Lacta Milk Chocolate bar with Honey and Cashew Bits, made in Brazil, and the vanilla-flavored Coco D'Or bar, made in Austria for Sterling Candy, Inc.

Uniconfis has out a new crunchy candy, fruit flavored, called Troks.

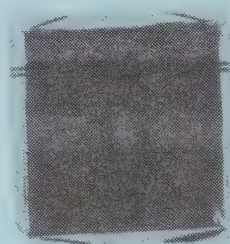
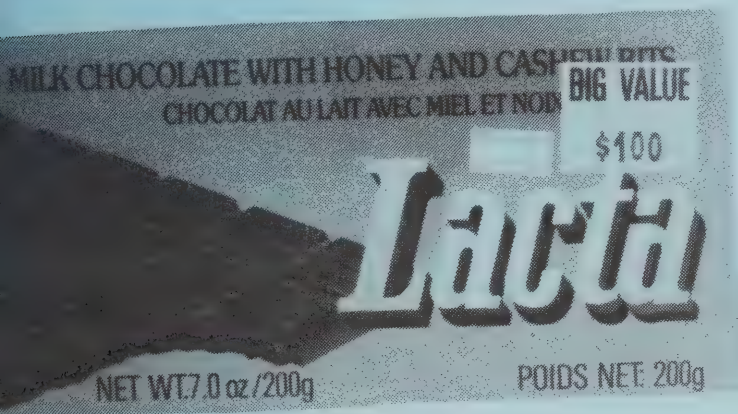
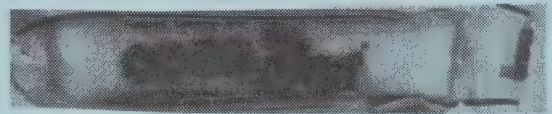
Mondo Baking Co., Rome, GA, has on the market its Banana and Chocolate Mello Party Pie Marshmallow pies. This is a good 25¢ item.

Mono-gram Chocolates, Palm Beach Gardens, FL, has out a new counter change display containing four kinds of chocolate squares that sell for around 20¢ each. The kinds are milk chocolate, raisin, almond, and coconut. The milk chocolate is fair.

Richardson After Dinner Chocolate Mints, with hard candy coating and a creamy mint center are available in a popular priced box. The mints come in attractive blue, yellow, pink, and orange colors.

Being marketed through stores such as Woolworth's, is the Finnish Hellas Assorted Filled bar. The twelve sections, three each of four different fillings - caramel, orange, pineapple, and strawberry, are good.

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Standard Candy of Nashville, TN, has its new Goo Goo Babies out as a single pack and also a twin-pack bar. Standard also has out a 12-ounce Pecan Log Roll that's delicious to say the least.

Made for Shaffer, Clarke, & Co., Inc., in Taiwan is the Ka.Me Brand Ginger Slices. The ginger is quite tasty, and has a nice, not too hot, bite to it.

Hickory Farm of Maumee, Ohio, has a series of bars made for sale in its company stores such as the Milk Chocolate Crunchy bar. The bar, while good chocolate, is a bit overpriced.

James P. Linette, Womelsdorf, PA, has a changemaker item to introduce its Betcha' Life candy bar. The piece, very tasty, sells for 10¢.

Hershey's change maker, Golden Almond Nuggets, is a good piece of Hershey chocolate and is packed with almonds.

New from Dove International, Division of Mars. Inc., is the 3 Musketeers ice cream bar. The strawberry variety was very good.

The Manufacturing Confectioner reported that Lotte of Japan had out a new bar for sale in Japan, the Mrs. Gourmet bar, a soft nougat bar filled with chocolate-flavored whipped cream and coated with chocolate.

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So-called "natural" candy bars still keep appearing on the scene, but the prices and tastes are still a bit off. Only the choice of names is on the plus side - Nut Wit, Nookies, Energized, and Barbara's Granola Bar are among the entries.

Now available in eastern chain stores are the Ghirardelli Milk Chocolate, Milk Chocolate with Almonds, and Mint Milk Chocolate bars.

The 3 Musketeers bar has a new, snappy wrapper, silver, red, blue, white, and yellow. The wrapper says 15% more chocolate, and that makes the bar tastier than ever.

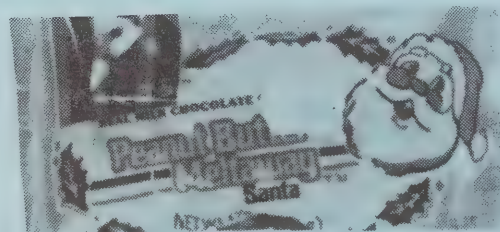
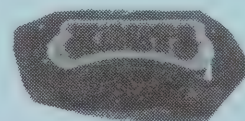
The Little Debbie Coconut Crunch confectionery bar is a good-tasting item.

A new change maker item that sells for around 20¢ is the Beacon Knuts chocolate peanut piece. It is rather tasty.

Made in Taiwan for American Roland Food Corp., New York, NY, is the Roland crystallized ginger slices box - very tasty - has just the right amount of nip to the ginger.

Brach had a Peanut Butter Meltaway Bar out with a special Holiday wrapper.

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Boogers, the candy with the unattractive name, really is quite tasty. It has a good, fruity flavor, is made in Argentina, and is imported by Stani for Confex Inc., Shrewsbury, NJ. The candy was the brainchild of Tom Berquist of Stratford, Connecticut.

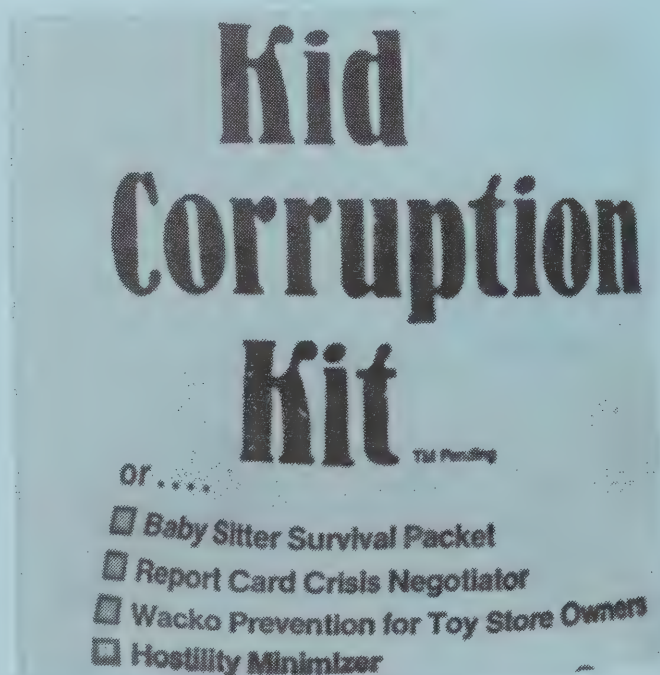
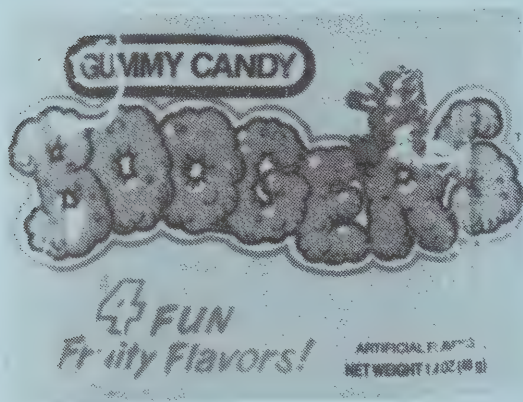
For the last Holiday season, M&M/Mars had many specialty items using their well-known products. One was the Holiday packet of red and green M&Ms. Chocolate House had a special marshmallow and milk chocolate Santa, and Perugina of Italy had a very good Torrone bar (soft nougat with hazelnuts and almonds).

Blum's of San Francisco had a decent milk chocolate bar, and Perugina had its milk chocolate bar, Latte, out. The Latte was good, but high-priced.

Sunline Brands had out a Christmas Card Box in which were Sweetarts. That made for a nice stocking stuffer.

London's Gourmet Candies, North Canton, Ohio, came out with its adult item, The Kid Corruption Kit, which contained various candy items. The container bag was intended as a conversation piece novelty more than a confectionery treat.

There were numerous other Holiday specialties to be seen. A few of them were:
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Made by Ed Sarson Prod. Inc., for Morley Candy Makers, East Detroit, MI was the Mistle-Toad, a caramel, walnut, chocolate concoction that was good. From Robert Friedel GmbH., West Germany came the smooth chocolate/coffee flavored piece (Kaffee-Sahne Konfekt). And from Perugina of Italy was Tablo, a bitter-sweet chocolate nougat bar.

Kinder Friends, put out by Ferrero of Italy, has been available in Europe for years. During the holiday season it was available in the United States for the first time. Wrapped chocolates with hazelnuts inside are packed inside a plastid and rubber animal. It's a novelty item, but the chocolate is quite good.

Sweet Rapper Candy Co., Torrance, CA, had it's Moostletoe! out to be hung on the tree for the holidays.

Seavey's Needham bar is now available in its open-ended wrapper in retail stores in parts of Massachusetts. The dark chocolate coconut bar is as tasty as ever.

M&M/Mars is again marketing its Bounty bar in the U.S. The bar is made in Holland and contains two milk chocolate coated coconut bars. Like the old Dreams bar that was made by Peter Paul years ago, the Bounty Bar hits the milk chocolate crowd, not the dark chocolate crowd that prefers the Mounds Bar now made by Hershey.



NEWS TADBITS

Chock Full o'Nuts Corp., for the first time since the mid-1930s, will be back in the nut business. Founded in 1932, Chock Full has acquired Jimbo's Jumbo's Inc., a processor and packager of peanuts based in Edenton, NC.

Vernell's Fine Candies, Inc., Bellvue, Washington, is into its 42nd year in making very fine Butter Mints. The company was started in Seattle back in 1947, and is a division of the Golden Grain Macaroni Company.

Priester's, Fort Deposit, AL, makes several candy bars without individual wrappers - Pecan Logs, Coconut Bars, and Pecan Choc-o-Mellows.

Disbribution Journal listed as the 1988 top ten candy bars, from the source, IXX/Accutracks, as being Snickers, Reese Peanut Butter Cup, M&M Peanut, M&M Plain, Hershey Kit Kat, Hershey Almond, Milky Way, Nestlé Crunch, Twix Caramel, and Hershey Milk Chocolate.

The Manufacturing Confectioner reported that the five top confectionery products in vending machines for the first half of 1988 were Snickers, M&M's Peanut Chocolate Candies, M&M's Plain Chocolate, Reese's Peanut Butter Cups, and Butterfinger.

A late fall Newsweek, carried an article in which it was said that American Airlines saved \$40,000 a year by using one olive instead of two in its first class salads. Now how much did Hershey save by no longer putting two almonds on the 5th Avenue candy bar?

The Wall Street Journal, late fall, last year, carried a long article on how some supermarket chains demanded that food firms pay just to get on their shelves with their products. According to the Journal: "Food buyers for one Texas supermarket chain, had even asked \$500 just to make an appointment, according to one manufacturer. 'I just laughed,' said the sales manager of a Southern California candy company who refused the demand. The chain wouldn't confirm or deny the claim."

In her book, Not a Good Word About Anybody, Jane Goodsell says that, "Playwright George S. Kaufman ate almost nothing but chocolate." And Ms. Goodsell also went on to say, "Sixty to eighty percent of the world's population has never tasted chocolate."

The Rocky Mountain Chocolate Factory, founded in 1981, has grown to 62 franchised retail stores in 20 states, with 18 more under agreement.

In a full-page ad that ran in some newspapers late last fall, the National Heart Savers Association of Omaha, Nebraska, said that food processors are poisoning America by using saturated fats such as palm oil and coconut oil. Eating saturated fats raises cholesterol levels in individuals.

Candy bars and popcorn have moved into video stores. Theater-sized candy, etc., are finding a home in video stores as sales items as they make people feel like they are at the movies while viewing films at home.

A food show held late last year at the Javits Convention Center in NYC, had food only to look at, not eat. All kinds of edibles were used to make

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statues, pictures, etc. The exhibit features was a Western gunfighter made of marzipan, a portrait of Mozart painted with various hues of chocolate, a chalet made from 15 pounds of bitter-sweet chocolate.

Back in late November of 1988 The Wall Street Journal carried an ad for personalized chocolate bars. The ad was sponsored by the Miramar International Corporation.

According to a survey, one of the 20 best-known brand names is that of Nestle.

Cadbury Schweppes PLC of Britain increased its bid for the 1/3 it doesn't already own of Cadbury Schweppes of Australia.

Warner-Lambert said it will market its prescription drug used in lowering cholesterol in patients in its candy bar, Cholybar. The drug is effective, but one of the worst-tasting remedies prescribed by physicians, so, the chewable candy bar should help to offset the gritty, or sandy quality of the drug. At least, Warner-Lambert hopes so. Bristol-Myers Co. wants the federal government to ban the bar, however.

In his book, Why Do Clocks Run Clockwise?, David Feldman reports that the chocolate Bunny for Easter came about first back in the 1850s in Germany. Along with the chocolate bunnies, chocolate eggs and chickens were also made at the time.

Back in 1985 a fire destroyed the restaurant in which Toll House Chocolate Chip Cookies had their birthplace in the 1930s. Today a complex of town-houses is arising adjacent to the site of the restaurant in which Ruth Wakefield came up with this gem. The restaurant no longer exists.

The comic strip, Tiger, by Bud Blake, recently had a great joke. The young hero, Tiger, is asked, "How do you do subtraction, Tiger?" Tiger answered, "Well, if you had five candy bars and I asked you for one ... then how many would you have?" His little friend answered, "Five."

When salt water taffy was first made a small amount of salt was added to the taffy mixture by candy makers on the Boardwalk in Atlantic City, New Jersey, where the confection first gained popularity in the 1880s. Neither salt nor salt water are among the ingredients in most of today's recipes for salt water taffy.

The New York Times, in an article by Ira Berkow, said Frank Layden, former coach of the Utah Jazz pro basketball team, commented on college scholarships for athletes. Layden said he gave the following test to prospective athletes. They'd be handed a wrapped caramel. If they took the wrapper off before they ate it they'd be offered a basketball scholarship. And if they ate the caramel with the paper still on they'd be offered a football scholarship.

The Manufacturing Confectioner recently carried an article on new candies out in Japan. Morinaga & Co. has brought out a new solid type of chocolate that is available in six varieties. Meihi Seika of Japan has come out with walnuts coated with chocolate. Walnuts, which are staging a comeback as an ingredient in American candy bars, is especially favored in Japan.

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with almonds
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Italian gold foil
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Leaf, Inc., announced that it plans to sell its Now & Later brand of taffy candy.

The New York Times reported early in the year that the Quaker Oats Company in the United States, would sell its Ghirardelli chocolate business which is based in San Leandro, California. Quaker had gotten control of Ghirardelli when it purchased the Golden Grain Company in 1986.

Early in the year Sucres et Denrees, a French company, made a record purchase of cocoa from the Ivory Coast, Africa, the world's biggest producer of cocoa.

Is Jacobs Suchard AG, Switzerland, interested in potential takeovers of some RJR Nabisco units? Jacobs Suchard is the third largest producer in the world of roasted coffee, chocolate, and confectionery goods.

Assorted fruit candies seem to be the latest rage. From Fruit Corners (General Mills) are Shark Bites. Sunkist (Thomas J. Lipton) has out its Spooky Fruit package. And Betty Crocker Fruit Wrinkles (General Mills) comes in various flavors such as Watermelon. Packages of the gummy candy comes in boxes.

Valentine's small gift boxes of M&M's and M&M's Peanut Chocolate Candies were a Valentine hit this year.

King-size Mounds and Almond Joy bars contain four pieces, weighing around $3\frac{1}{2}$ ounces per wrapper.

Russell Baker, author and columnist for The New York Times, confesses to liking candy as a youngster. Baker confessed in a letter, "In the 1930s I must have eaten a ton of Mary Janes - then an incredible two-for-a-penny bargain."

The Boston Globe identified the first celebrity to endorse a product to be Lillie Langtry, an English actress. She began the practice in the 1870s by endorsing Pear's handsoap. Langtry's picture appeared on the wrapper along with the words: "Since using Pear's Soap for the hands and complexion I have discarded all others." In the candy bar business, Otto Schnering was perhaps the first to make use of personalities in national magazine ads to extolling a product. Allan Roy Dafoe, M.D., was quoted in ads featuring the Dionne Quintuplets: "Baby Ruth, being rich in Dextrose, vital food-energy sugar, and other palatable ingredients, makes a pleasant, wholesome candy for children."

The January Manufacturing Confectioner reported that Leaf, Inc., is expected to have bought all outstanding Heath stock by the end of that month. Leaf, Inc., will then have acquired all Heath products as well as the plant in Robinson, Illinois.

In late January, the PowerHouse candy bar that was "retired" about a year ago, has reappeared on candy shelves in New England.

The Wall Street Journal, January 24, carried an article by Ronald Alsop on giving fading brand names a second chance. The article said more marketers are attempting to rejuvenate aging brands because it's cheaper and less chancy than trying to create brands from scratch. Marketing consultants, the article reports, estimate that consumer-product companies spend at least \$20 million today to introduce a new brand. Yet 70% to 80% of new brands are destined to flop.

Candy USA, Inc., has been formed with headquarters in Atlanta, Georgia. The group has purchased the candy manufacturing plant of Tom's Foods, Inc., Macon, Georgia.